REMARKS

Claims 1-10 are presented for consideration, with Claim 1 being independent.

A new abstract is being submitted to better set forth technical features of Applicant's invention.

In the claims, independent Claim 1 is amended to further distinguish Applicant's invention from the cited art.

Claim 1 stands rejected under 35 U.S.C. §112, first paragraph, for allegedly failing to comply with the written description requirement. In response to this rejection, Claim 1 has been amended to replace "synthesis circuit" with a "superimposing circuit." Support for this feature can be found, for example, in the textual information superimposing circuit 10 shown in Figure 2 and discussed on page 16, line 6, *et. seq.*, of the specification.

Claims 1-10 stand rejected under 35 U.S.C. §102(b) as allegedly being anticipated by Ide '908. This rejection is respectfully traversed.

Claim 1 of Applicant's invention relates to a video display apparatus comprised of a converting circuit for executing nonlinear conversion for an input signal, a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen from the input signal, and an adjustment circuit receiving an output of the converting circuit for adjusting the received signal on the basis of the display brightness featured value. In addition, a superimposing circuit superimposes a signal for displaying textual information to be superimposed or a signal for displaying an icon to be superimposed on the input signal. As claimed, a superimposing circuit is placed on a stage after

the adjustment circuit, the display brightness featured value detecting circuit is placed on a stage after the converting circuit and after the superimposing circuit, and the display brightness featured value detecting circuit detects a display brightness featured value indicating brightness of the display screen in a state that the textual information or the icon is superimposed. An image is displayed on the basis of an output of the superimposing circuit.

In accordance with Applicant's invention, a high performance video display apparatus can be provided.

Ide relates to a method of driving a display panel in a way to limit power consumption and improve light emission efficiency. Ide includes a converting circuit, data converter 312, and a luminance detection circuit 311. In addition, a level adjusting circuit 310 adjusts the luminance level of the pixel data based on an output of the luminance detection circuit 311.

In contrast to Applicant's claimed invention, however, Ide is not understood to teach or suggest, among other features, a superimposing circuit for superimposing a signal for displaying textual information to be superimposed or a signal for displaying an icon to be superimposed on the input signal, with the superimposing circuit being placed on a stage after the adjustment circuit, and the display brightness featured value detecting circuit being placed on a stage after the converting circuit and after the superimposing circuit. While Ide shows an address driver 6 for generating pixel data pulses, the address driver is not understood to superimpose a signal for displaying textual information to be superimposed or a signal for displaying an icon to be superimposed on the input signal.

Accordingly, it is submitted that Ide fails to anticipate or render obvious Applicant's invention as set forth in Claim 1. Therefore, reconsideration and withdrawal of the rejection of the claims under 35 U.S.C. §102(b) is respectfully requested.

Thus, it is submitted that Applicant's invention as set forth in independent Claim 1 is patentable over the cited art. In addition, dependent Claims 2-10 set forth additional features of Applicant's invention. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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